

Concept of development of an entrepreneurial culture in the hospitality industry enterprises of the Republic of Tatarstan

Abulhanova G., Chumarina G., Shakirova D.

Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

This paper presents the role of an entrepreneurial culture in the management system to improve the efficiency of the hotel business enterprises in Tatarstan. Currently, the Republic of Tatarstan has become one of the most attractive tourist destinations not only in Russia, but also abroad, that certainly confirms the relevance of this study. Popular hotels of the city of Kazan: "Shalyapin Palace Hotel", "Safar-Hotel" and "Regina" were made the objects of the study. Survey and subsequent analysis of its data used in the capacity of a research method. It was revealed that the organizational culture as an institutional framework of modern business is characterized by focusing on maximum customer satisfaction, innovations, productivity, independence and entrepreneurial attitude, quality, labor and product safety, and customization. Based on substantiation of the motivational mechanism for development of organizational culture in hospitality industry enterprises, we have developed an adaptive strategy of organizational culture "implantation" into a company of hospitality industry that shapes the entrepreneurial style of behavior, initiates staff efforts to achieve final results and the efficiency with feedback system. Practical application of the developed strategy enhances the effectiveness of labor efforts of hospitality industry enterprise employees.

Keywords

Entrepreneurial culture, Hotel business, Management system, Staff motivation